

27 July 1955

**MEMORANDUM FOR:** Special Assistant to the Director  
for Planning and Coordination

**SUBJECT:** Briefing of Social Science Research Group (SSRG)  
on USIA Polling Activity

1. Some time ago you and I discussed a presentation to the SSRG by USIA on above subject. At that time Henry Loomis preferred to give an oral briefing to SSRG membership. Subsequently, we convinced Loomis that it would be more meaningful to provide a briefing paper on USIA polling activity which could be used within each SSRG agency to advise interested officers who could then attend an SSRG meeting. Such a meeting would then, we feel, be more meaningful.

2. Attached for your information is such a briefing paper prepared by USIA and distributed to the members of the SSRG. It is being sent for information and comment to DD/I, OCI, ONE and DDP/OIS. It now appears that in mid-August it will be necessary to hold an SSRG meeting and at that time this matter could be discussed if anyone cares to do so.

JAMES Q. REBER

Office of the Director  
Planning and Coordination Staff

Attachment  
As stated

PCS/DCI:JQR:pas (28 July 1955)

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